

Message Text

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UNCLAS ZAGREB 159

E.O. 11652: N/A

TAGS: BEXP, YO

SUBJECT: PRESS COVERAGE OF PORT AND SHIPBUILDING TRADE MISSION

REF: BELGRADE 1358

1. THE PORT AND SHIPBUILDING TRADE MISSION TO YUGOSLAVIA RECEIVED MORE COVERAGE IN THE YUGOSLAV PRESS THAN ANY SIMILAR U.S. COMMERCIAL EVENT IN RECENT YEARS. WE COUNT A TOTAL OF EIGHT ARTICLES ABOUT THE MISSION, INCLUDING LONG ARTICLES WITH ACCOMPANYING PICTURES IN THE REGIONAL PAPERS OF RIJEKA AND SPLIT, SHORTER REPORTS IN THE MAJOR ZAGREB DAILY, "VJESNIK", AND THE ZAGREB EDITION OF THE NATIONAL PAPER, "BORBA", AND A LONG ARTICLE IN YUGOSLAVIA'S MAJOR ECONOMIC JOURNAL, "EKONOMSKA POLITIKA". TV CAMERAS WERE PRESENT AT MEETINGS IN RIJEKA AND KOPER, AND ZAGREB RADIO ALSO BROADCAST REPORTS ABOUT THE MISSION. MEDIA WERE ALERTED BY USIS ADVANCE PRESS RELEASES.

2. COMMENT: THE PUBLICITY ACCORDED THE TRADE MISSION IS A TOKEN OF THE IMPORTANCE WHICH THE YUGOSLAV GOVERNMENT ATTACHES TO PROMOTING ECONOMIC RELATIONS WITH THE U.S. KAISER

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